

**Haley A. Shinn**  
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## Education

### University of San Francisco, San Francisco, CA

*B.S. in Business Administration; Major: International Business; Minor: Asian Studies*

 UNIVERSITY OF  
SAN FRANCISCO  
09/11 - 05/15

### University of International Business & Economics, Beijing, CN

*Semester Abroad*

 对外经济贸易大学  
01/14 - 05/14

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## Professional Experience

### SiBi, Los Angeles, CA

*CEO & Founder: SiBi is a curated marketplace connecting tastemakers to high-quality secondhand fashion.*

 **SiBi**  
12/20 – Present

- Conceptualized, developed, and launched a cutting-edge mobile app on the Apple App Store.
- Orchestrated a high-impact activation at Camp Flog Gnaw, engaging over 60,000 attendees during a dynamic two-day event.
- Spearhead the strategic direction and vision for SiBi, securing over \$500,000 of vital capital to fuel company growth.
- Establish clear goals, defined roles, and motivated cross-functional teams to achieve exceptional results.
- Provide inspirational leadership to the team, fostering a culture of creativity, excellence, and collaboration.
- Oversee budgeting, financial planning, and investment strategies.

### Nike, Beaverton, OR


*Global Athlete Brand Management Director*

 **Nike**  
12/20 – 04/23

- Managed and executed athlete marketing plans for LeBron James, Naomi Osaka, Kylian Mbappe & Sabrina Ionescu on an annual basis.
- Crafted, led & executed the entire marketing plan that celebrated LeBron becoming the all-time leading scorer of the NBA.
- Led & designed an abundance of marketing plans that equipped consumers with access to product launches & experiences, such as the LeBron 20, Space Jam: A New Legacy, Fortnite x LeBron and the annual Nike Chosen 1's Invitational.
- Collaborated with key external stakeholders such as Warner Brothers, Xbox, Electronic Arts, Springhill, LRMR, 2K, Post Cereal, Uninterrupted and Epic Games to bring to life brand partnerships and create authentic opportunities for LeBron James.
- Partnered cross-functionally to execute the brand offense in service of my athletes and the strategy of our sport and/or lifestyle categories.
- Mentored and empowered managerial talent on my team to co-lead athlete brand initiatives.

### Nike, Beaverton, OR

*Asia Pacific, Latin America Nike Sportswear Brand Marketing Manager*

 **Nike**  
02/19 – 12/20

- Strategized, planned, and executed the category brand offense in absence of a Sr. Marketing Director across three consecutive quarters, resulting in the development of five seasonal marketing plans and initiatives from concept to execution.
- Liaised with all levels of leadership, functions, and category teammates to implement and align integrated marketing plans.
- Mined consumer & competitive insights to stay on the offense & create the future of sport across the consumer landscape.
- Created & briefed integrated marketing plans that were designed to drive sell through intent of Nike's key collaborations, initiatives, and product franchises, including: G-Dragon, Air Max Day, the Air Force 1, Air Max, and Core footwear.

### Nike, Beaverton, OR

*Asia Pacific, Latin America Nike Sportswear Brand Marketing Specialist*

 **Nike**  
02/17 - 02/18 (ETW); 02/18 - 02/19

- Led & developed two seasonal marketing plans from concept to execution and co-led seven seasons.
- Proactively researched & identified consumer truths, shifts, and trends across APLA to present opportunities to leadership.
- Created seasonal recaps that elevated & communicated the premium presentation value of our team's work.

### Hearst Digital Marketing Services, San Francisco, CA

*Digital Media Consultant*

 **HEARST**  
06/15 - 02/17

- Managed 44 clients across 25 verticals, selling \$305K overall.
- Averaged 18% growth month over month in billings, overseeing \$415K in annual revenue.
- Prospected, cold called, pitched, closed, & nurtured my entire book of business.

### Nike, Shanghai, CN

*Digital Marketing Intern*

 **Nike**  
06/12 - 08/12

- Created integrated marketing campaign ideas for the Nike + community leveraging China's social networks.
- Designed the brief for the Kobe Bryant China tour & assisted Kobe & Nike executives on the three-day tour.

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## Language & Technical Skills

- Intermediate level: Japanese & Spanish.
  - Expert level: Canva, Salesforce, MailChimp, SAP, Microsoft Office Suite programs, iMovie, Final Cut, Keynote & Google AdWords.
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